



## *Press Release*

### **Pantaloons Femina Miss India Universe, 2009 – Ekta Choudhary visits Pantaloons, Zeerakpur to have Lunch with the winner of “Dream Date with Miss India” Contest**

- Also, present Manish Mehrotra- Pantaloons, Business Head- North Zone
- Lucky winner Mr. Suneet Kumar wins a lunch date with Miss India

**Zeerakpur, June 24, 2009:** Pantaloons at *Paras Downtown Square Mall, Zeerakpur* created a stir in Chandigarh with a unique contest, “Dream Date with Miss India” which got a tremendous response. The customers from Chandigarh – Zeerakpur – Mohali, participated in the contest to be the lucky one to win the dream date. Pantaloons Femina Miss India Universe 2009, **Ekta Choudhary** flew down to Chandigarh to congratulate and have lunch with the lucky winner. The store was abuzz with excitement, as she interacted with the customers and shared her experience of the journey so far.

This day also proved to be special for Mr. Suneet Kumar, as he won a lunch date with one of the most beautiful women of the country and the reigning Pantaloons Femina Miss India Universe 2009 Ekta Choudhary. Out of 1,000 entries that came in for “Dream Date with Miss India” contest, Mr. Suneet Singh was the lucky one to win the contest and go on a lunch date with PFMI Ekta Choudhary. They had lunch at the Hotel Mount View, Chandigarh. The proud winner was delighted to dine with Ekta. It was a luncheon that the contest winner will never forget and cherish forever.

Said, **Mr. Manish Mehrotra - Business Head - Pantaloons, North Zone:** “Pantaloons is giving the opportunity to our customers in Chandigarh-Zeerakpur to have lunch with the newly crowned Miss India. Pantaloons which opened in March is now the most preferred destination for Fashion in the people of Chandigarh – Zeerakpur – Mohali. We will continue to do interesting activities to engage our customers and make Pantaloons a place where customer would like to shop again and again.”

#### **About Pantaloons**

Pantaloons, a part of Pantaloons Retail (I) Ltd., is among India’s largest chains of fashion stores, with 45 stores across over 24 cities. Pantaloons Fresh Fashion, with its focus on 'fresh look, feel and attitude' offers, trendy and hip collections that are in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers. Pantaloons Fresh Fashion stands out as a fashion trendsetter, on the lines of how fashion is followed internationally. This 'fresh fashion' destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience. Pantaloons Fresh Fashion stores have presence in 24 cities across India including - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Chennai, Bangalore, Pune, Ahmedabad, Hyderabad, Baroda, Lucknow, Agra, Kanpur, Indore, Mangalore, Bhubaneswar, Siliguri, Guwahati, Rajkot & Zeerakpur.

#### **For further information please contact**

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